

FAR 52.212-2, "Evaluation – Commercial Items"

Evaluation

(a) Basis for Award. The major evaluation factors for this solicitation include **Factor I, Technical Capability, Factor II, Past Performance,** and **Factor III, Price.** Although the Technical Capability factor is of paramount consideration in the award of the contract, past performance and price are also important to the overall contract award decision. All evaluation factors other than price, when combined, are significantly more important than price. The Government will utilize a tradeoff approach to determine the Quoter who provides the best value to the Government. The Government intends to make one (1) award to the Quoter whose submission provides the best overall value to the Government.

The government will evaluate information based on the following evaluation criteria: (1) technical capability factor meeting or exceeding the requirement, (2) past performance, and (3) price.

- I. Factor 1 - Technical Capability
- II. Factor 2 - Price

Although the technical capability factor is of paramount consideration in the award of the contract, price is also important to the overall contract award decision. All evaluation factors other than price, when combined, are significantly more important than price. The Government intends to make one award to that offeror whose combination of technical and price proposals represents the best value to the Government and is most advantageous in price and other factors considered, as well as within the available resources of NIEHS.

FACTOR 1 - TECHNICAL CAPABILITY: The Government will evaluate the technical submission to ensure it is acceptable or higher. The submission will be rated utilizing the ratings defined below (price excluded). Technical Factor evaluation provides an assessment of the Quoter's capability to satisfy the Government's minimum requirements. The response will be evaluated to ensure it demonstrates the contractor has the experience and capabilities required in the SOW needed for successful contract performance.

- Plan is practical and feasible and can be successfully implemented to achieve maximum goals and the desired outcomes
- Knowledge of HHS and NIH and their media styles
- Ability to provide mock interview and corresponding written news story
- Ability to provide videotaping and playback of mock interviews
- Previously demonstrated government experience
- Past experience with this type of media training

The Government will evaluate the Technical submission using the following adjectival rating:

Rating	Definition
Exceptional	Greatly exceeds all minimum requirements of the criteria; has a high probability of success; contains no weaknesses or deficiencies. The technical submission possesses numerous (5 or more) significant strengths (that are not offset by flaws)
Good	Exceeds all the minimum requirements of the criteria; has an above average probability of success; contains no significant weaknesses and only minor, correctable weaknesses exist. The technical submission possesses one or more significant strengths (that are not offset by flaws)
Acceptable	Meets all the minimum requirements of the criteria; has an average probability of success; no significant weaknesses and any deficiencies can be readily corrected.
Marginal	Fails to meet one or more of the minimum requirements of the criteria; low probability of success; significant weaknesses and/or significant number of deficiencies exist.

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Unacceptable	Fails to meet any of the minimum requirements of the criteria; submission needs major revisions; very low probability of success.
NOTE: A Quoter must receive an adjectival rating of acceptable or above for each sub factor. Failure to meet the criteria will render the response not eligible for award. The Government will not make an award to any Quoter with an unacceptable rating or a deficiency in ANY factor or sub factor.	

FACTOR 2 - PRICE: Price will not be assigned an adjectival rating. The Government will evaluate the total price to determine if the Quoters price is fair and reasonable utilizing price analysis techniques in accordance with the guidelines in FAR Part 13. For a price to be reasonable, it must represent a price to the Government that a prudent person would pay when consideration is given to prices in the market. Normally, price reasonableness is established through adequate price competition, but may also be determined through price analysis techniques as described in FAR 13.106.